

OH, STRANGE MAN, WHO
ARE YOU?



Tip # 6
Ignore internal distractions

However, Just have your phone on the table

LETS TRY AND UNDERSTAND THEM



**IN GROUPS, TAKE A SELFIE AND
TWEET "WITH @BOZWARD AND"**



Who are they?

- Birth years that range from the mid-1990s to 2010.
- Around 2.5 Billion on the planet
- Also referred to as:
 - Post-Millennials
 - the iGeneration
 - Plurals or the
 - Homeland Generation



What things about Gen Z that most people don't know?



- Gen Z are highly educated.
- Gen Z wants to make a difference in the world.
- Gen Z are more diverse than Millennials.
- Gen Z are less parented.

**They have NEVER
lived without the
internet**

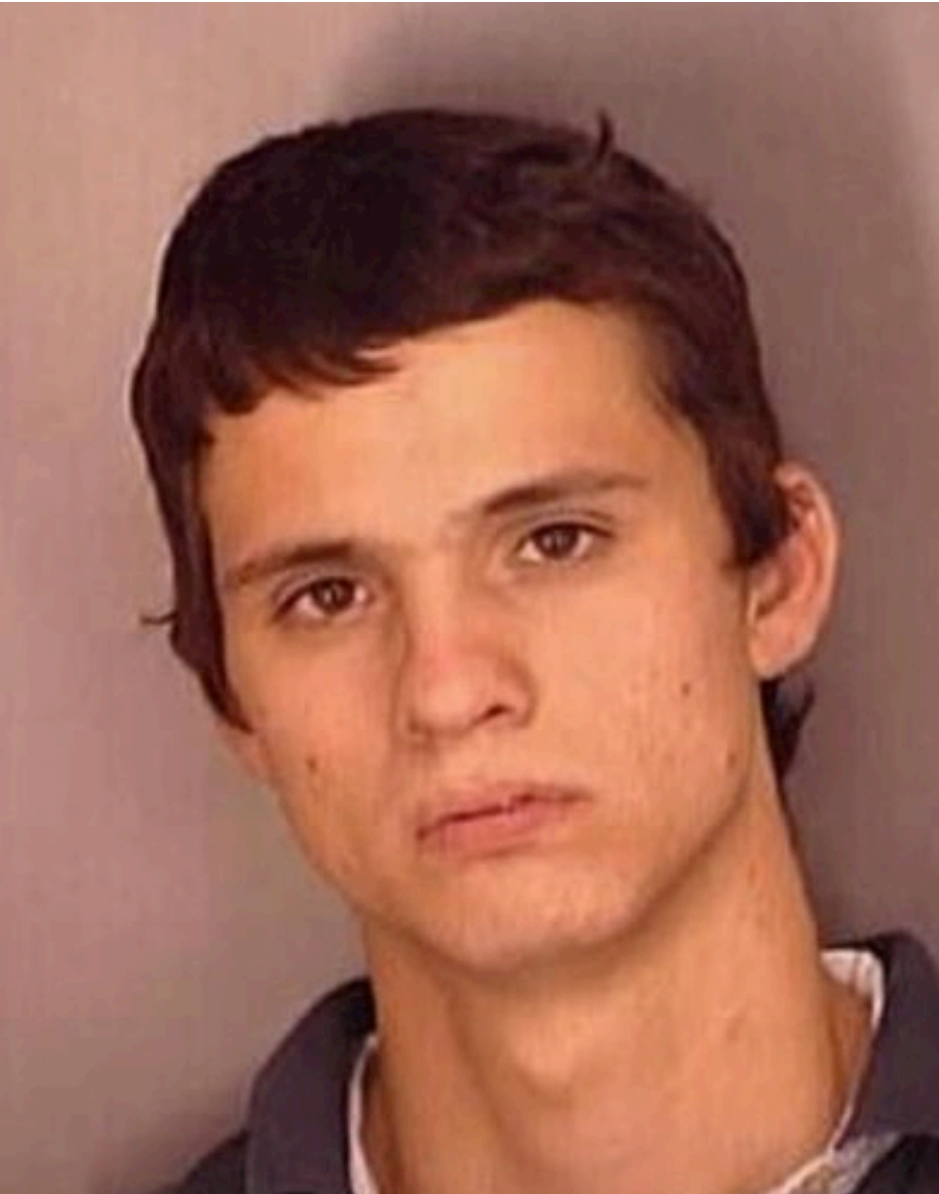




Like you have
NEVER
lived without
Oxygen for one
second

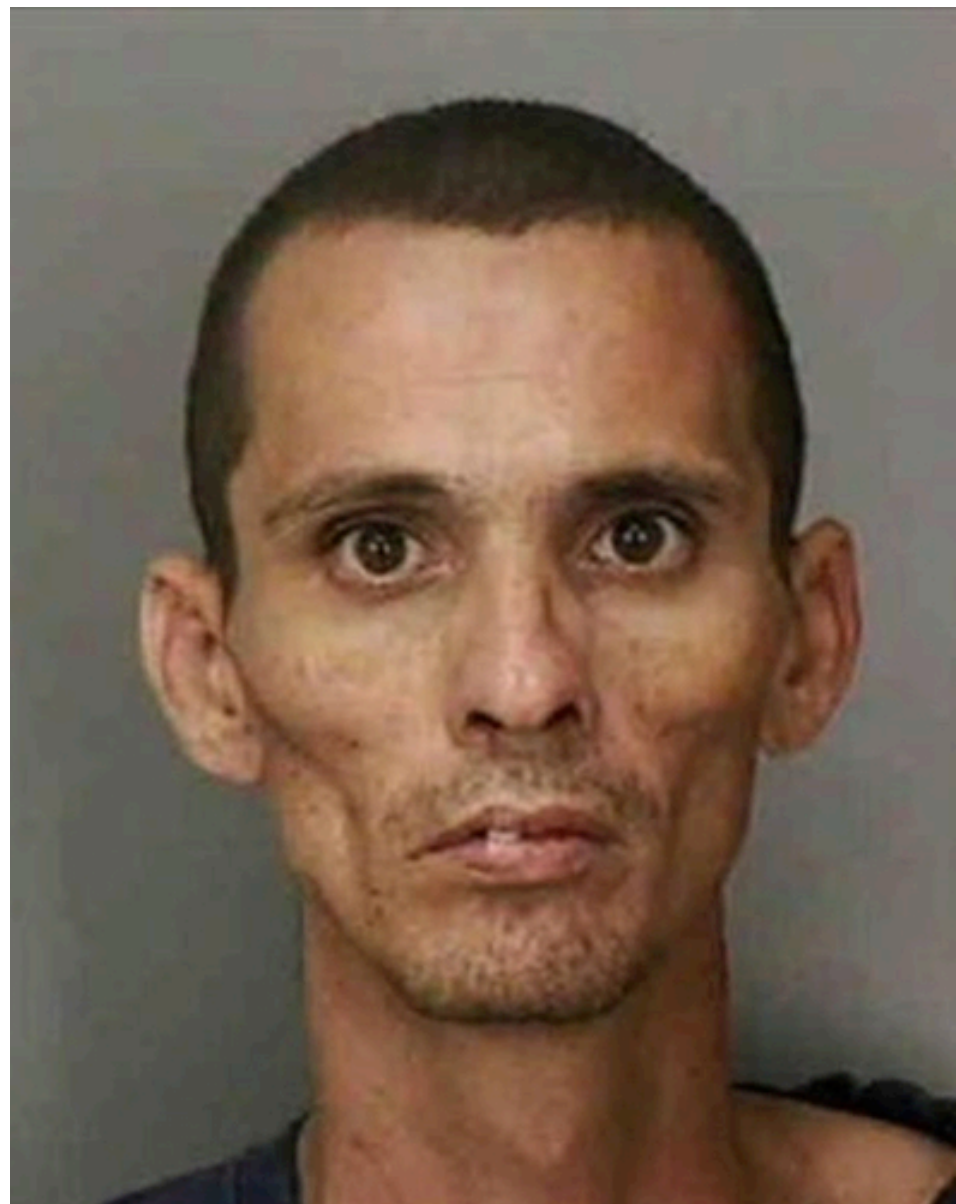
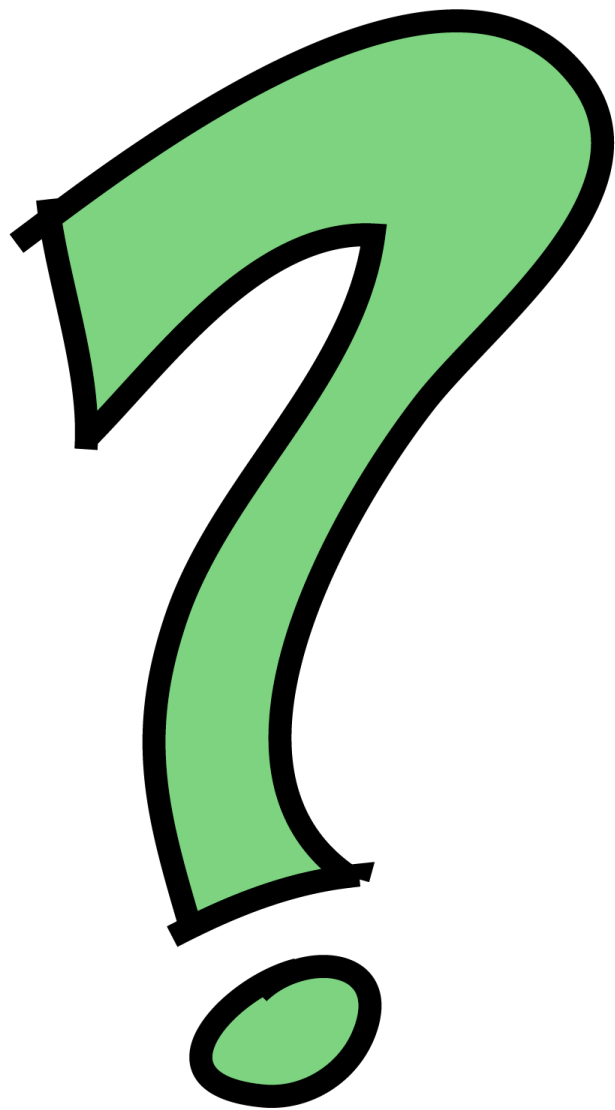
SO LETS TRY AND UNDERSTAND

Let me Introduction



- William
- Born: 1997
- Age: 20 years
- Worked Summer Holidays from 15 years in our business
- Joined our Business Full Time 2 years ago

Since his pay rise, he looks like:



AS HIS EMPLOYER SO WHAT SHOULD WE DO?

**TRUST COMES FROM A COMMON
UNDERSTANDING**

Rank in Order

Most trusted to least



Our Fake news was...

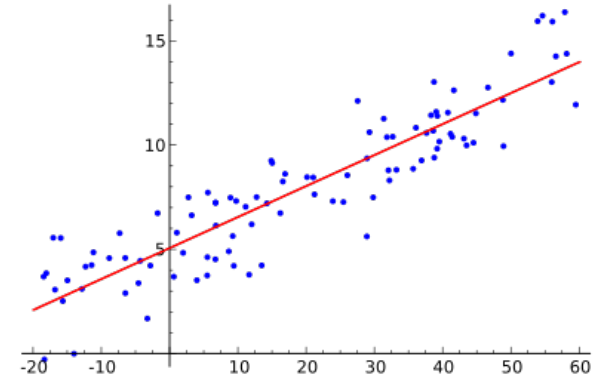


their fake news is from



You can't trust the NEWS

- fact vs fake
 - well it's a linear line



“in FACT all news is FAKE, cus its made up”



ENGAGING COMMUNICATION

How
many in
this room
use?



to recap

- We have a Gen-z
- Who is addicted to the internet
- And you want to talk to them face to face and say ... *don't use technology*



Just because someone doesn't
communication with you doesn't make
them stupid

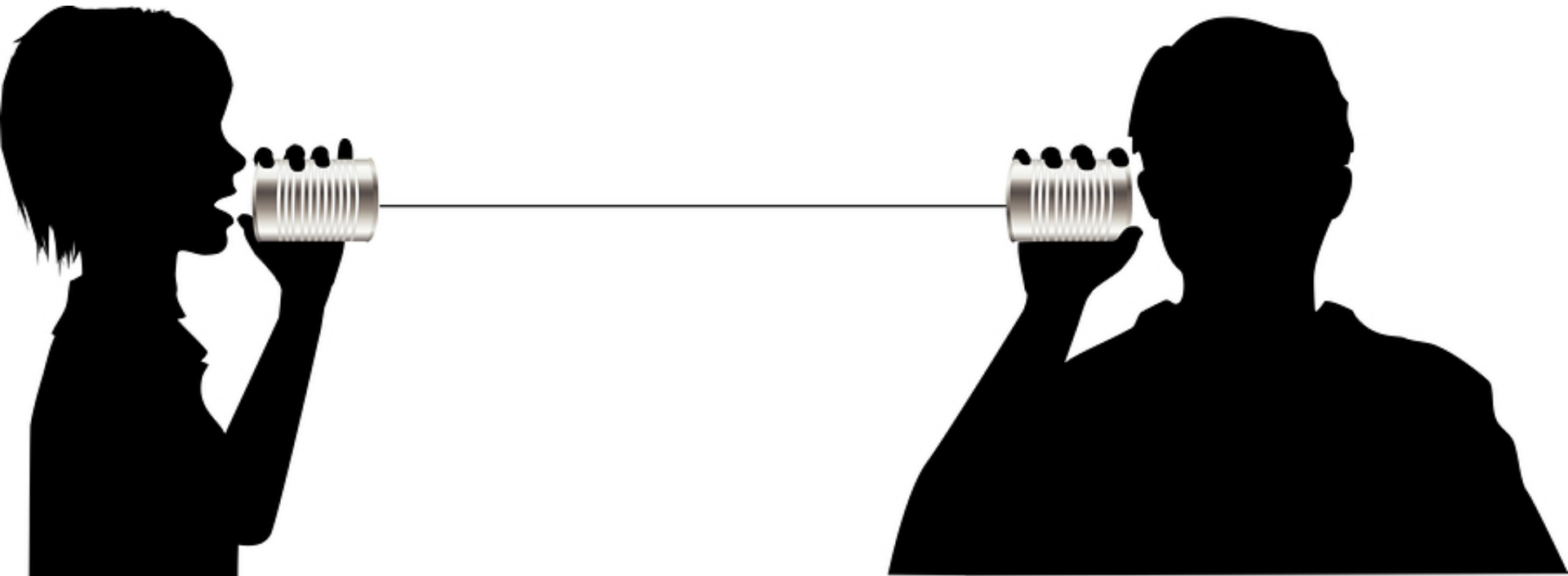


COMMUNICATION TIPS

Be honest with your communication

..."cus I can Google it"

- They want to work for an honest leader



Stop Sounding Closed-Minded



– ... “cus that sounds like a teacher trying to get me to do exams”

Q: Social Media can generates Sales – Yes or No?

Q: Online Payment is the major form of payment – Yes or No?

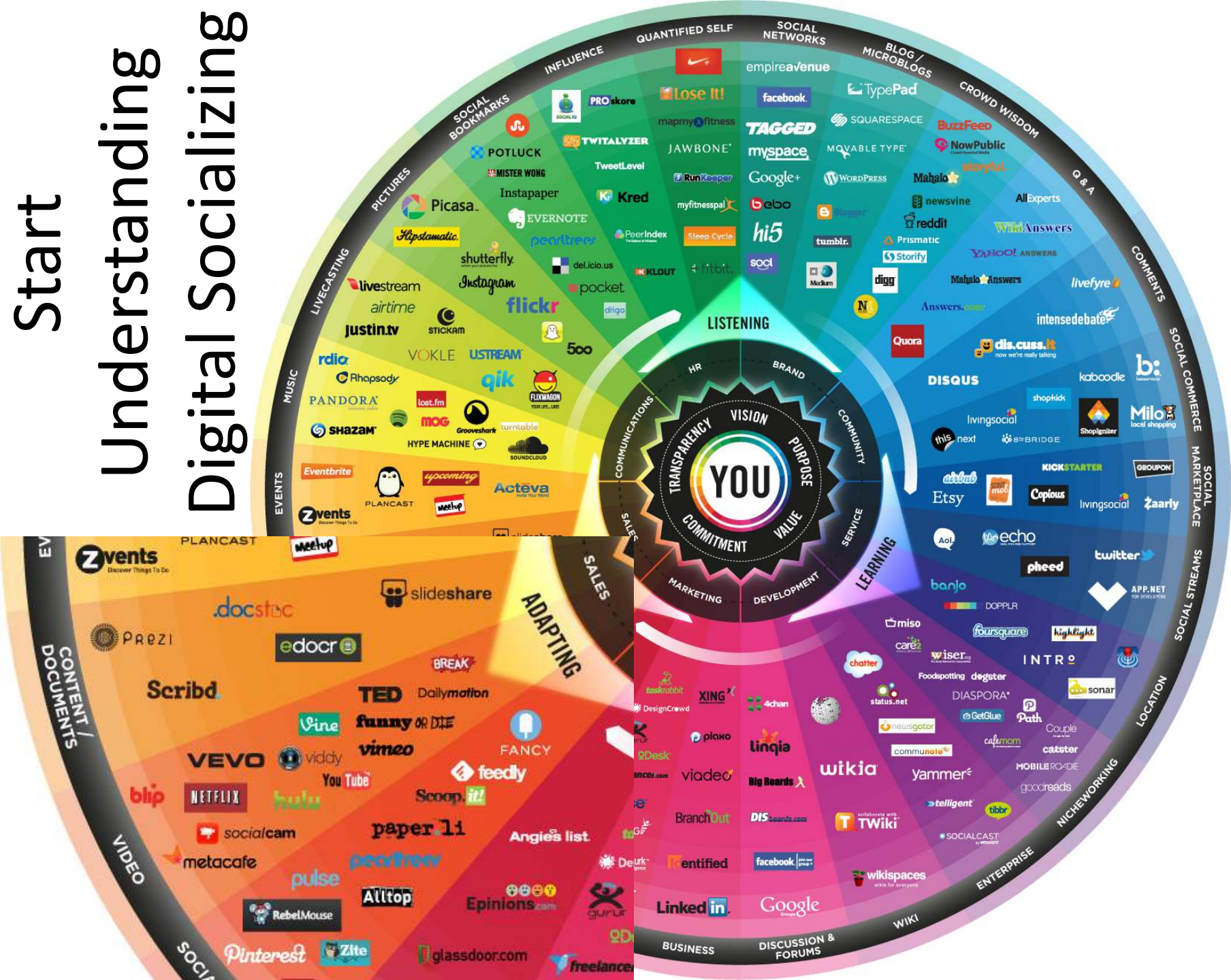
Q: Driverless Cars – Yes or No?

Q: Robot GPs – Yes or No?

They live in an ever-changing world, we want a stable world



Start Understanding Digital Socializing



They show signs of being more entrepreneurial

- Millennialpreneurs trend
 - 62 percent of millennials "have considered starting their own business."
 - 78 percent of survey respondents who know someone that has launched or worked for a startup consider that person successful.
- Gen z report being less influenced by money
 - Social Enterprise
- Less focused but more multi-tasking

They want **you** to take **them** seriously



If you're the leader, be honest

- Take note business leaders:
 - 52% of both Gen Z and Gen Y state that honesty is the most important quality for being a good leader.
- The generations agree that after honesty, leaders should exhibit a solid vision
 - (Gen Z 34%, Gen Y 35%),
 - followed by good communication skills
 - (Gen Z 32%, Gen Y 34%).

Let's talk. In person.

- Contrary to the assumption that younger workers want “constant connection” to technology, a majority of Gen Z respondents say they prefer
 - in-person communications with managers (51%),
 - as opposed to emailing (16%) or
 - instant messaging (11%).
- The same trend applies to Gen Y:
 - in-person (52%),
 - emailing (18%),
 - instant messaging (11%).
- And few believe that technology actually enhances personal relationships with co-workers (Gen Z 13%, Gen Y 14%).
- They prefer traditional methods of communication



Everyone is an individual and therefore one
solution is not going to work





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THANK YOU

